AMENDMENT TO THE SPECIFICATION

Please replace the ABSTRACT with the following amended paragraph:

A computer program product for use with a computer system for providing a process for strategy evaluation and optimization, having ~~said computer program product comprising~~ a computer-readable medium of instructions for directing a computer to evaluate data for optimizing strategic options. ~~including:~~ The product includes ~~(1)~~ data storage ~~means for storing data~~ relating to specific desired outcomes relating to a specific process for an identified customer set; and ~~(2) said data storage means further storing~~ data relating to metrics which predict the satisfaction of ~~said~~ desired outcomes.; The process has a ~~(3) data processing means including~~ computer program ~~means~~ for quantifying the degree to which each ~~of said~~ metrics predicts satisfaction of each ~~of said~~ customer desired outcomes.; Users define ~~(4) input means for defining~~ strategic options.; each ~~of said strategic~~ options is designed to satisfy ~~said~~ customer desired outcomes. ~~; (5) data processing means including computer~~ A computer program quantifies ~~means for quantifying~~ the degree to which each ~~of said~~ strategic options satisfies ~~satisfy said~~ customer desired outcomes.; ~~(6) and means for evaluating a~~ A plurality of strategic options is evaluated ~~thus yielding a strategic option which best satisfies said customer desired outcomes~~.